



## Guide for Presenting *Rethink Your Drink* at Fairs and Festivals



### Purpose

The purpose of this guide is to outline ways to use the *Rethink Your Drink* display and spin wheel materials at fairs and festivals to engage the public in a fun and interactive way in a conversation about healthy drink options.

### Goal

The goal of the *Rethink Your Drink* booth and spin wheel intervention is to raise public awareness about the amount of sugar in sugary drinks and to provide nutrition education about healthy drink options.

### Prior to the Event

1. Create a materials checklist customized to the size and location of the event. See Event Planning Worksheet and Pre-event Planning Timeline.
  - a. Be sure to bring a copy of the Nutrition Glossary and general *MyPlate* information.
2. Ensure all display and educational items are in good, working condition.
3. Assemble culturally appropriate materials, with considerations for language needs.
4. Review healthy beverage messaging and materials with all involved staff, promotoras and volunteers to ensure mastery of campaign components and speaking points.

### Setting the Stage

- Use as many *Rethink Your Drink*-branded display materials as possible, e.g. banners, tablecloths, signage, tent panel.
- Coordinate booth staff dress and colors for a uniform appearance.
- Design the booth to accommodate traffic flow. For example, stage the flavored water tasting and spin wheel at opposite ends of the booth space.

### Follow a **GREAT** Approach:

**Greet:** Help consumers feel comfortable and introduce them to booth activities. Booth staff should draw attention to themselves and their materials using a friendly and inviting approach.

**Relay Messages:** Distribute key materials and provide consumers with realistic behavior changes they can adopt. Provide staff with model messages, such as:

- What you drink is as important as what you eat.
- Being healthy means drinking healthy.
- Healthy smoothie recipes for you and your family found here!
- Stop by and taste our flavored water—a healthy way to feel refreshed!

**Entertain/Engage:** Provide a memorable experience for families (including kids) and encourage “dwell time” for key messaging.

Engage people with interesting facts:

- Did you know there can be 17 teaspoons of sugar in just one 20 ounce bottle of soda (*point to display, or hand them unlabeled 20 ounce soda bottle prefilled with 17 teaspoons of sugar*).
- Once children are over age two, make the switch to fat-free and 1% lowfat milk.
- Did you know that more than half of California teens drink one or more sodas daily?<sup>1</sup> *That’s a lot of added calories and sugar!*
- Sugary drink intake by adults has more than doubled in the last 30 years, translating to an extra 77 calories from sugary drinks per day.<sup>2</sup>
- Did you know that almost half (46%) of the added sugar in American diets comes from sugary drinks.<sup>3</sup> *Stop by our booth to learn how much sugar is in your drink.*

Make space for learning:

- Set-up a children’s activity to keep children engaged so that parents can focus their attention on learning about healthy drinks.
- Space out the booth activities to allow for traffic flow and room for people to linger.

**Activate:** Highlight simple ways consumers can enjoy alternatives to sugary drinks while conveying *Rethink Your Drink* healthy beverage messaging. Be supportive; be engaging. Provide a behavior change directive:

- Drink water instead of sugary drinks.
- Drink (insert category of sugary drink) less often.
- Drink a smaller size or add extra ice when drinking (insert category of sugary drink).
- Use the Nutrition Facts label to see how much sugar is in your drink.

**Thank:** Encourage consumers to return for more information and let them know you’re there to help.

#### Sources

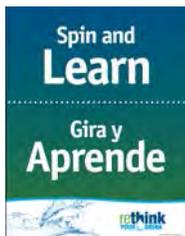
1. Babey SH, Jones M, Yu H, Goldstein H. *Bubbling Over: Soda Consumption and Its Link to Obesity in California*. Los Angeles, CA: UCLA Center for Public Health Advocacy; 2009.
2. Popkin BM. Patterns of beverage use across the lifecycle. *Physiol Behav*. Apr 2010;100(1):4-9.
3. U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans*, 2010. Washington, DC: U.S. Government Printing Office; December 2010.



## Rethink Your Drink Spin Wheel

When using the spin wheel, the public will anticipate the opportunity to win prizes. You may consider soliciting donations for prizes from your organization and other partners. Acceptable “take-aways” include:

- *Rethink Your Drink* recipe cards
- Stickers from *Rethink Your Drink*, *PowerPlay!*, and *Harvest of the Month*.
- For the *Rethink Your Drink* logo slot: The “prize” can be any of the Nutrition Education Obesity Prevention Branch cookbooks, since each contains a healthy beverage recipe.



**Always display the included sign with the *Rethink Your Drink* spin wheel.**

- Encourages adults rather than children to participate.
- Highlights that the spin wheel is part of a “game show quiz” activity, and not to win the drinks pictured.

### When lines are long:

1. Try to have at least two people working at the wheel – one to manage the wheel, one to help with questions.
2. Manage the turns at the wheel to keep the line moving.
3. While the wheel turns, start engaging the participant. Ask if they ever drink any of the sugary drinks listed. If needed, provide a prompt, e.g., “Do you drink energy drinks or sports drinks?”, or “Do you give your kids juice drinks?”
4. Use the Quick Quiz Questions when they land on a spot.
5. Thank them for their participation.
6. Hand them a ‘take-away.’
7. Keep discussions moving. Give a direct suggestion to move to different areas of the booth.



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